



Marketing Suite

MATRIXCARE MARKETING IS THE INDUSTRY'S LEADING SOFTWARE SOLUTION FOR LEAD MANAGEMENT, MARKETING, INQUIRY AND REFERRAL SOURCE TRACKING.

MatrixCare Marketing provides powerful tools to efficiently manage leads and referrals, and optimize sales activities to drive occupancy. Plus, you can streamline your marketing efforts, pulling inquiries automatically from your website; then track the leads through predefined marketing outreach efforts, from initial inquiry to move-in. And because it's browser independent, you can view important metrics via a user-definable dashboard from anywhere, on any device with an Internet connection.

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CAPTURE LEADS AND INQUIRIES FROM YOUR WEBSITE

- Pull inquiries and leads automatically from your website and/or third party lead generators into MatrixCare Marketing via a web application programming interface (API).
- Your web developer can collect lead information to pull into MatrixCare Marketing.

STREAMLINE SALES EFFORTS

- Track every valuable lead, from initial inquiry to final closing.
- For each lead, you can quickly access and maintain contact history, prospect preferences, and scheduled follow-ups.
- Manage leads for multiple facilities or organizations in one central location, so data can be accessed anytime, anywhere.

ANALYZE MARKETING STRATEGIES

- View important metrics via a user-definable dashboard.
- Monitor sales staff performance.
- Manage sales and marketing strategies.

SIMPLIFY BUDGETING AND PLANNING

- Evaluate campaigns and lead sources, including cost per lead.
- Analyze customizable conversion ratios for leads converted to residents at every step along the sales cycle.
- Validate marketing events and calculate return on investment (ROI).
- Forecast changing market trends.

MatrixCare Marketing enables you to track critical marketing data for multiple communities, including:

- Prospective residents
- Referral sources
- Marketing campaigns
- Priority reservations and deposits
- Lost leads
- Occupancy
- Event attendance and ROI

"It's very user friendly and the ability to customize for each community's needs is a great benefit. We see [MatrixCare Marketing] as our guide to see the path ahead and to make sure we stay on the path."

- Samantha Breden, Corporate Sales, Director of Lutheran Living Communities



MatrixCare

10900 Hampshire Avenue South, Suite 100
Bloomington, MN 55438

Call 866.469.3766 to Learn More — or visit matrixcare.com

About MatrixCare

MatrixCare solutions have powered the long-term care continuum for over 30 years. MatrixCare is the largest LTPAC technology provider in the U.S. and the first to offer a true full spectrum solution. Used in more than 11,000 facility-based care settings and 1,400 home care and home health agencies, MatrixCare's solutions help skilled nursing and senior living providers, continuing care retirement communities, and home health organizations to prosper as we migrate to a fee-for-value healthcare system. Through our common care coordination platform, we are also able to offer the industry's first solution for helping the emerging set of conveners and diversified LTPAC operators to deliver superior care and better outcomes across the full spectrum of care.